The finance and economics of the Internet

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paper: “Will smart data pricing finally take off?”


available at
http://www.dtc.umn.edu/~odlyzko/recent.html

or bing or google “odlyzko smart pricing”
“Content is king” delusion

- US wireless industry revenues in 2011: $170 B
- Google worldwide revenues in 2011: $38 B
- Hollywood worldwide video revenues around $100 B
Telecom and related industries

- World GPD: approx. $70,000 B
- World telecom service revenues close to $2,000 B
- World advertising spending: approx. $500 B
- Google worldwide 2011 revenues: $38 B
## US wireless industry statistics

<table>
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<th>year</th>
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<th>capex $B</th>
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More information, papers, and presentation decks:

http://www.dtc.umn.edu/~odlyzko/

or just google or bing “odlyzko”